

Soap, Bath and Shower Products - UK - February 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts.”
– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Global water shortage could stall market growth
- In-shower treatments present opportunity

The soap, bath and shower market remains in flux (+0.6% from 2014-15), unable to tempt consumers to significantly increase spend due to an unwillingness to pay more for daily essentials.

Bathing, which is falling from favour as a regular activity, shows signs of strengthening sales and usage as it repositions as an area for treatment, encompassing health trends such as detox and mindfulness. In 2016 the shower market is set to replicate this beauty treatment positioning, with the emergence of in-shower treatments such as tanning products and skincare.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Growth in discount retailers
- Global water shortage
- 2015 brought a fitness craze
- Antimicrobial resistance fears a growing issue
- New legislation to force product reformulation

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Fragrance-free and sensitive skins are of lower concern

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Lower awareness of perceived 'bad' ingredients

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In-shower treatments a growth market

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